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Travel Montana
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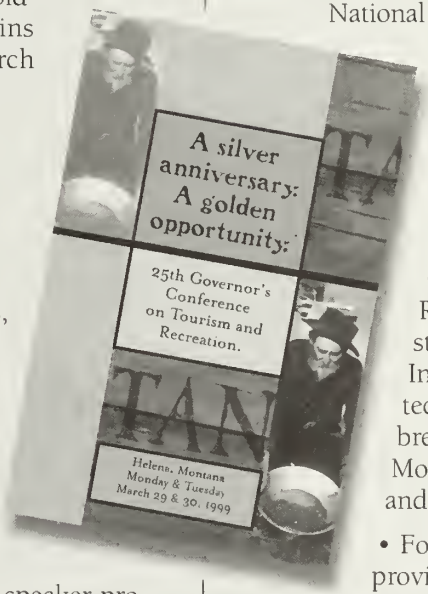
Travel Montana, Department of Commerce, Matthew T. Cohn, Travel Director
406-444-2654 ■ fax 406-444-1800 ■ internet: visitmt.com

25th Annual Governor's Conference Set To Open

The stage and players are set for the 25th Annual Governor's Conference on Tourism and Recreation. Pre-conference activities take place Sunday afternoon, March 28. The "Celebrating Silver, Going for the Gold" conference agenda begins Monday morning, March 29, and is completed with Governor Marc Racicot's presentation and tourism award announcements at the Tuesday night banquet, March 30. All conference activities, including the pre-conference sessions on Sunday, are at Cavanaugh's Colonial Hotel in Helena.



A complete agenda for the conference along with registration information and forms, speaker profiles and other related items is available on Travel Montana's Intranet Site (travelmontana.state.mt.us/conference). The $110 "early bird" registration fee ends March 11. The conference fee increases to $130 through March 24 and goes up to $150 after that. Call RMS Management Services for registration information, 406-443-1160.

Here are some conference agenda highlights:

Sunday, March 28:

• If you are arriving in Helena on Sunday, join Travel Montana's Matthew Cohn for a 4-5:30 p.m. session discussing the state's tourism marketing campaigns. Matthew's presentation will highlight the marketing strategies and media Travel Montana employs to attract visitors to the state.

Monday, March 29:

• Dr. Peter Yesawich opens the "Celebrating Silver, Going for the Gold" conference with a look at national travel trends. Yesawich co-authors the widely quoted National Travel MONITOR Research Series Reports. His presentation will share tourism insights provided by the latest MONITOR report.

• IMT Strategies' Rick Bruner demonstrates effective Internet marketing techniques during break out sessions Monday morning and afternoon.

• Four Montanans provide a 25-year perspective on Montana's tourism industry and its role in Montana's economy, culture and future opportunities.

• New Glacier Park Superintendent Mike Snyder discusses the Park's General Management Plan decisions.

• Monday evening is a Free Night for conference goers with no scheduled conference events. Activity options include: Montana Tourism Coalition's Vigilante Players Dinner Theater/ Auction Fundraiser at the Colonial Hotel. For Tickets/ Reservations call the Coalition's Amy Sullivan, 443-7838. For other Helena opportunities, contact the Helena CVB, 800-7HELENA or 442-4120.

Tuesday, March 30

• Four Montanans with tourism industry experience in and outside of Montana will open Tuesday's agenda with presentations about Montana's emerging travel trends, markets and opportunities for sustaining the state's appeal for visitors.

• Krista Rahe of Denver will educate us on succeeding with International Visitors.

• Montana Congressman Rick Hill will moderate a panel of state and federal agency representatives discussing Montana's preparations for the upcoming Lewis & Clark Bicentennial.

• Governor Marc Racicot joins us for the evening banquet and hands out the annual Tourism Person and Community of the Year Awards along with the state's regional recognition awards.

Tourism Person & Community Award Nomination Deadline Here!

If you haven't already sent in your nomination for Montana's 1999 Tourism Person and Community of the Year Awards (TPOY & TCOY), you had better get after it. The nomination deadline is March 8. You can download the nomination form from the Governor's Conference section of Travel Montana's Intranet Site or contact Travel Montana, 444-2654, FAX 444-1800.

National Tourism Week Coming In May

May 2-8, 1999, is National Tourism Week. Travel Montana Publicity Coordinator Mary Boyle is planning to distribute statewide press information on this tourism industry observance. Mary would like folks around the state to be thinking about what they can do to highlight tourism's role in Montana's local and regional economies. Once you have a plan, call Mary at 444-1356 so she can incorporate your activity into the material she provides the state media.

Tourism Legislation Updates Available

The amount and scope of tourism-related legislation being considered by the 1999 Montana Legislature picked up considerably during February. A number of bills propose major changes to the way Montana handles its tourism promotion and development efforts. For detailed information about these bills, their current status and upcoming hearing dates, use Travel Montana's Intranet WEB site's "News From The Front" section found in the NEWS & UPDATES category (travelmontana.state.mt.us). You can also access the Legislature's website (laws.leg.state.mt.us) or call your local legislature.

Travel Montana's Infrastructure Investment: $1.25 million

Over the last five years, Travel Montana's Tourism Infrastructure Investment Program (TIIP) and the Community Tourism Assessment Program Grants (CTAPG) have invested over $1.25 million from "bed tax" revenues into tourism-related facilities in 25 Montana communities.

The annual TIIP grants have provided the largest "bed tax" investments with $1.019 million provided to 18 projects in 15 communities. The largest TIIP grant was $200,000 for the national Lewis & Clark Interpretive Center in Great Falls. The smallest was $20,000 for the stabilization of the pictographs at Pictograph Caves State Park in Billings. In between, varying "bed tax" amounts have gone to other projects in Billings, Choteau, Deer Lodge, Fort Benton, Fort Peck, Glendive, Helena, Lewistown, Malta, Pryor, Red Lodge, Stevensville, and Virginia City.

The CTAP grants have invested $240,000 into 14 communities. These $15,000-$20,000 grants have gone to four of the communities listed above along with Broadus, Browning, Cut Bank, Fort Belknap, Hamilton/ Bitterroot Valley, Havre, Laurel, Libby, Northern Cheyenne, and Three Forks.

Missoula Hosts Cultural Tourism Workshop

If you are interested in the cultural tourism opportunities for your community or region, don't forget to sign up for the March 11-12 Cultural Tourism Workshop scheduled for Missoula's Holiday Inn-Parkside and Missoula Children's Theatre. The workshop is being coordinated by the Missoula Cultural Council (MCC) with assistance from the Montana Arts Council, Travel Montana, and various Missoula and other Montana organizations. To register or for more information, contact MCC's Mark Martin, 721-9620. Workshop registration is $25.

Fort Peck Tribes' Crystal Redgrave Joins TAC

Governor Marc Racicot has appointed Assiniboine Tribal member Crystal Redgrave to the state's Tourism Advisory Council (TAC). Crystal is the Community Planner for the Assiniboine and Sioux Tribes on the Fort Peck Reservation in northeast Montana. An MSU graduate with a degree in English-Literature, Crystal is the mother of three - soon to be four - and is pursuing a writing career focused on Indian people. Welcome to the team, Crystal!

Travel Montana Calendar

March	
4	Visit USA Trade Show, Brussels
6-10	ITB, Berlin
8	Deadline, TPOY & TCOY Awards
11	Visit USA Show, Copenhagen
11-12	Cultural Tourism Workshop, Missoula
24	MTRI Research Focus Team Meeting, Helena
29-30	Governor's Conference on Tourism & Recreation, Helena
31	MTRI Working Group Meeting, Helena
31-Apr 1	Affordable Meetings West, San Jose, CA

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